

Message Text

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ACTION COME-00

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FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 8971

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E.O. 11652:NA
TAGS: BEXP, JA
SUBJECT: U.S. EXPORT DEVELOPMENT MISSIONS TO JAPAN:
MACHINE TOOLS/AUTO PARTS

REF: TOKYO 10250

SUMMARY: TOYOTA MOTOR CO. HAS GIVEN EMBOFF A LIST OF
TYPES OF AUTO PARTS/COMPONENTS THAT THEY ARE INTERESTED
IN BUYING; HONDA'S RESPONSE IS MORE GENERALIZED.
END SUMMARY.

1. ON JUNE 16 TOYOTA MOTOR CO. OFFICIALS CALLED ON
EMBOFF TO PRESENT A LIST OF THE TYPES OF AUTO PARTS/
COMPONENTS WHICH TOYOTA IS INTERESTED IN ACQUIRING FROM
ABROAD, POSSIBLY FROM U.S. EXPORT DEVELOPMENT MISSION.
LIST IS AS FOLLOWS: SEAT UPHOLSTERY, STRIPETAPE FOR
VEHICLE EXTERIORS, STYLED WHEELS, MOULDINGS FOR WINDOWS
AND DOORS, ALUMINUM WHEELS, BEARINGS FOR FRONT AND REAR
AXLES, ALUMINUM ALLOY (SECOND RECOVERY), FOUNDRY
MACHINES, E.G., CORE MAKING MACHINE FOR CORD BOX
METHOD (TOYOTA CURRENTLY PURCHASE THIS TYPE MACHINE
FROM THE JAPANESE AFFILIATE OF BEARDSLEY AND PIPER BUT
IS LOOKING FOR A NEW SUPPLIER), TOOLS, E.G., TUNGSTEN
CARBIDE THROW-AWAY TIP. TOYOTA OFFICIALS STATED THAT,
ALTHOUGH THESE ARE THE SPECIFIC TYPES OF PRODUCTS
THEY ARE SEEKING, THEY WOULD BE PLEASED TO MEET AT
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THEIR AICHI PREFECTURE HEADQUARTERS WITH WHATEVER
MISSION MEMBERS WISHED TO DISCUSS BUSINESS WITH THEM.

2. EMBOFF HAS ALSO RECEIVED LETTER FROM HONDA AS
FOLLOW-ON TO OUR MEETING OF JUNE 1. LETTER STATES
THAT THE COMPANY HAS BEEN UNABLE TO IDENTIFY PARTICULAR
AUTO PARTS/COMPONENTS AS BEING OF INTEREST. HOWEVER,

HONDA REITERATES THAT, FROM ITS POINT OF VIEW, "SUPPLIERS WHO ARE MANUFACTURING STANDARDIZED PARTS IN LARGE VOLUME AND WHOSE PRODUCTS ARE EXCELLENT IN BOTH QUALITY AND COMPETITIVE PRICE SHOULD PARTICIPATE IN THE MISSION. WE WOULD WELCOME SUCH SUPPLIERS WITH PLEASURE."

3. COMMENT: EMBASSY HOPES THESE COMMENTS WILL BE OF SOME HELP INFORMULATING FINAL MEMBERSHIP IN THE EXPORT DEVELOPMENT MISSION. WE LOOK FORWAD TO THE ARRIVAL OF THE AUTO PART/COMPONENT ADVANCE MAN SO THAT HE MAY MEET DIRECTLY WITH THE MANUFACTURERS AND BRIEF THEM IN SOME DETAIL RE ACTUAL PARTICIPANTS IN THE MISSION.

MANSFIELD

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